

WHAT IS CLAIMED IS

1. An online system for generating reports related to consumer product online orders, comprising:

at least one presentation application operable to
5 capture user online session data including a presentation
application identifier, session identifier, user data,
user click stream data, and product configurations
selected by the user, and generate a session report
message incorporating the user online session data;

10 a web server in communication with the presentation
application and operable to receive the session report
message;

a report processor operable to receive the session
report message, and storing the user online session data
15 in a report database.

2. The system, as set forth in claim 1, wherein
the session report message further comprises product
identifiers having the user-selected product
20 configuration in-inventory and in-process identified in a
user-initiated online search.

3. The system, as set forth in claim 1, wherein
the session report message further comprises session
25 start date and time, session end date and time, and entry
and exit web pages.

4. The system, as set forth in claim 1, wherein
the session report message further comprises a user
30 identifier.

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capturing an online order containing at least one
5 product identifier and at least one product configuration
submitted by an online customer;

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10      storing the online order and click stream data in a
      report database.
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15 generating an order message incorporating the at
least one product identifier and the at least one product
configuration; and

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generating a session data message incorporating the click stream data; and

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30 capturing a session identifier; and
capturing a customer identifier.

capturing click stream data associated with user input to select a product configuration; and

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capturing an online session starting point; and
capturing an online session ending point.

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20. The method, as set forth in claim 14, wherein capturing the online order comprises:

- capturing an online order number;
- capturing a session identifier during which the
5 online order was placed by the customer;
- capturing a configuration identifier of the product configuration; and
- capturing a product identifier.

10 21. The method, as set forth in claim 14, wherein capturing the online order comprises:

- capturing order information;
- capturing order status; and
- capturing dealer action needed.

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22. The method, as set forth in claim 14, further comprising:

- extracting the session data from the session data message; and

20 cleansing the session data.

23. The method, as set forth in claim 14, further comprising:

- receiving an online contact lead message containing
25 customer data;
- extracting the customer data; and
- storing the customer data in the report database.

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24. The method, as set forth in claim 14, further comprising:

capturing participating dealer information;
generating a dealer message containing the
5 participating dealer information; and
storing the participating dealer information in the
report database.

25. The method, as set forth in claim 24, further
10 comprising generating a dealer report.

26. The method, as set forth in claim 14, further comprising:

capturing customer credit and financing information;
15 generating a customer credit message containing the
customer credit and financing information; and
storing the customer credit and financing
information in the report database.

27. The method, as set forth in claim 14, further
20 comprising generating a report on metrics related to the
online orders.

28. The method, as set forth in claim 14, further
25 comprising generating a report on metrics related to the
click stream data.

35. The method, as set forth in claim 29, wherein capturing the online order comprises:

capturing order information;
capturing order status; and
5 capturing dealer action needed.

36. The method, as set forth in claim 29, further comprising:

extracting the session data from the session data
10 message; and
cleansing the session data.

37. The method, as set forth in claim 29, further comprising:

15 receiving an online contact lead message containing customer data;
extracting the customer data; and
storing the customer data in the report database.

20 38. The method, as set forth in claim 29, further comprising:

capturing participating dealer information;
generating a dealer message containing the participating dealer information; and
25 storing the participating dealer information in the report database.

39. The method, as set forth in claim 29, further comprising:

30 capturing customer credit and financing information;
generating a customer credit message containing the customer credit and financing information; and
storing the customer credit and financing information in the report database.

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41. The method, as set forth in claim 29, further comprising generating a metric report related to the click stream data.